



Trendspotting: Think Forward, Get Ahead, Cash in on the Future

Richard Laermer

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This is the book that will show anyone how to discern true signs of change. Here are the hottest tips on what to expect from the economy and technology, arts and entertainment, politics and society at large. Written by a public relations expert, this new insider's guide goes beyond other books on forecasting by revealing the hows and whys of "trendSpotting," offering hundreds of compelling predictions, and revealing how these ideas will impact your life. With TrendSpotting, the future's in your hands.

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